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PATENT APPLICATION

UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	
Bentolila, et al.	
Application No.: 10/043,714	
Filed: January 9, 2002	
Mark:	April 13, 2004
SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER	Irvine, California 92612

STATUS INQUIRY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicant, respectfully requests to know the status of the above-referenced patent application.

On June 10, 2003 Applicant received a Notice of Publication of Application as issued by the United States Patent and Trademark Office. The Notice of Publication reflected a publication date of May 29, 2003 and a Publication No. as US-2003-0101451-A1. This was the last communication received by Applicant in the above case.

Please charge any additional fees to our Deposit Account No. 01-1960. An additional copy of this letter is enclosed for that purpose.

Very truly yours,

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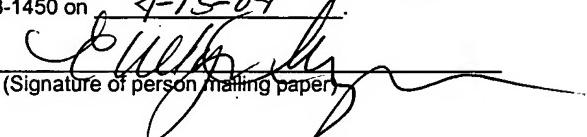
CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450 on 4-13-04.

Evelyn Menjivar

(Type or print name of person mailing paper)

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(Signature of person mailing paper)